

Abstract

Title: Marketing research of McDonald's brand image among people of age 15-25 years.

Objectives: The main objective of this bachelor thesis is to identify and assess the image of McDonald's company brand. The research is focused on young people of age 15-25 years, living in the Czech republic. This is to be achieved by independent marketing research. The research is focused on brand awareness, awareness of its specific elements, market position, associations of respondents with the brand and rating and awareness of particular marketing activities of McDonald's brand.

Methods: Marketing research, which has been carried out within the practical part of the thesis, was performed via electronic questionnaires.

Results: The research has given answers to all questions raised. The results have enabled the assessment of McDonald's brand image within the target group of people. At the end of practical part of this thesis, all results are given in graphical form.

Key words: brand, brand image, marketing communication, marketing research